

March 14, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M. Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

DOCKET FILE COPY ORIGINAL

RE: CS Docket No. 97-55, FCC 97-34

We are writing to voice our opposition to the v-chip rating system as presented by Jack Valenti on January 17, 1997.

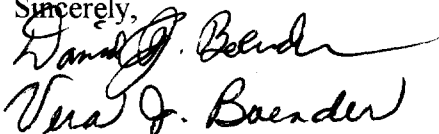
The rating symbol on the TV screen does not provide sufficient content information so that we, as parents, can make decisions about what is appropriate TV programming for our children. We do not want the TV industry to interpret what is best for our children. We want to make those choices ourselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. **We do not believe this system does so and ask that the FCC not approve the industry rating system.** Instead we request the following:

- That any rating system that is used should include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the rating board include parents and be independent of the industry;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



David J. Boender and
Vera J. Boender
Sioux Falls, South Dakota

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March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 20554

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Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Davidson School PTA in Kansas City, Missouri, to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that give parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity), and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Joseph R. Dierkes

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March, 25, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

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MAR 31 1997

FEDERAL COMMUNICATIONS COMMISSION

RE: CS Docket No. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the National PTA and the Lee L. Caldwell PTA of Hammond, Indiana, to voice our opinion to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U. S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. We want to make those choices ourselves, based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- ◇ That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- ◇ That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- ◇ That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- ◇ That the rating board be independent of the industry and the FCC and that it include parents; and

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- ◇ That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

A handwritten signature in cursive script that reads "Sue Keenan".

Sue Keenan
Caldwell PTA President
Hammond, Indiana

Washington Center Elementary School

1936 West Wallen Road
Fort Wayne, Indiana 46818
Phone (219) 425-7477

March 13, 1997

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Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street NW Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the National PTA and the **Washington Center Elementary PTA, Fort Wayne IN** to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. We feel that the rating symbol on the TV screen does not provide sufficient content information so that we as parents can make decisions about what is appropriate TV Programming for our children. We as parents do not want the TV industry to interpret what is best for our children, but to make those choices ourselves based on content information about the program. Our opinion is that any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- * That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as **V (for violence), S (for sexual depiction and nudity) and L (for language)**;
- * That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- * That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program; as we may not always see the beginning of the program;

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* That the rating board be independent of the industry and the FCC and that it include parents;
and

* That any rating system approved by the FCC be evaluated by independent research to
determine if it meets the needs of the parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Washington Center PTA
Fort Wayne, IN

Jill Wiland
Connie Schubert

David Buggen
Wade Yassibian
Nalanda A. Horvath
Shirley L. Fleming
Phonk Allen
Theresa Myers
Bill Myers
Ann Dixon

Sheila Sheets
Dan Sheet

J & J Design and Construction Co. Inc

P.O. Box 20896
Louisville, Kentucky 40250
Phone/Fax 502-459-5033

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March, 5, 1997

Chairman Reed Hundt and FCC Commissioners
C/O Federal Communications Commission
1919 M Street N. W. Room 222
Washington, D. C. 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and Waggener Traditional High School PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group on January 17, 1997. The rating symbols on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrated overwhelming parent preference for a rating system that gives parents information about the contents of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents wants to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask the FCC not to approve the industry rating system. Instead, we request the following.

* That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about the program such as V (for violence), S (for sexual depiction and nudity) and L (for language).

* That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system.

* That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program.

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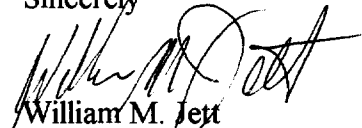
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* That the rating board be independent of the industry and the FCC and that it include parents.

*That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for the opportunity to comment on an issue so important to children and families.

Sincerely



William M. Jett
Louisville, Kentucky

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Warren Twp. PTA
Warren Central High School
9301 E. 18th Street
Indpls., In. 46229
March 19, 1997.

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W. Room 222
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:

DOCKET FILE COPY ORIGINAL

RE: CS DOCKET NO. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Warren Township PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask the FCC not approve the industry rating system. Instead, we request the following:

-- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);

--That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

--That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

--That the rating board be independent of the industry and the FCC and that it include parents; and

--That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

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Sincerely,

Phyllis Gildenkau

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners;

DOCKET FILE COPY ORIGINAL

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Enoch Elementary PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient contents information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of the programs were conducted by the National PTA, *U.S. News and World Report*, and by the Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and in publicized periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not beleive this system does so and ask that the FCC not approve the industry rating system. Instead I request the following;

- ** That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for Violence), S (for sexual depiction or nudity), and L (for Language);
- ** That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- ** That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- ** That the rating board be independent of the industry and the FCC and that it include parents; and
- ** That any rating system by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank You for this opportunity to comment on an issue so important to children and families.

Sincerely,

Pam Madson

Enoch, Utah

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Andrews Elementary P.T.A.
Portland, TX. 78374

March 10, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
197 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

This letter is written on behalf of the National PTA and the Andrews Elementary PTA of Portland, Texas to voice opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry's rating system. We request the following:

- *That the FCC should not approve the industry's rating system and should accept no rating system that does not include content information about programs such as V (for violence), S (sexual depiction and nudity) and L (for language);
- *That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- *That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program;
- *That the rating board be independent of the industry and the FCC and that it include parents; and
- *That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Andrews Elementary PTA thanks you for the opportunity to comment on this issue, which is so important to our children and families.

Sincerely,

Portland, Texas

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March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners;

DOCKET FILE COPY ORIGINAL

RE: CS Docket No. 97-55, FCC 97-34


I am writing on behalf of the National PTA and the Enoch Elementary PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient contents information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of the programs were conducted by the National PTA, *U.S. News and World Report*, and by the Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and in publicized periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead I request the following;

- ** That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for Violence), S (for sexual depiction or nudity), and L (for Language);
- ** That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- ** That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- ** That the rating board be independent of the industry and the FCC and that it include parents; and
- ** That any rating system by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank You for this opportunity to comment on an issue so important to children and families.

Sincerely,


Enoch, Utah

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TERRACE ELEMENTARY PTA

10400 ROTHBURY

HOUSTON, TEXAS 77043

(713) 329-6400

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March 18, 1997

Chairman Reed Hunt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Terrace Elementary PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

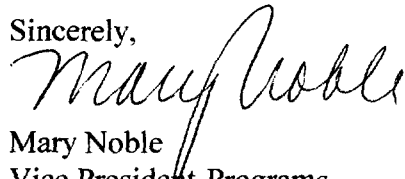
- That under no circumstances should the FCC Approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V(for violence), S (for sexual depiction and nudity), and L(for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

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- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

A handwritten signature in cursive script, appearing to read "Mary Noble".

Mary Noble
Vice President-Programs



TERRACE ELEMENTARY PTA

10400 ROTHBURY

HOUSTON, TEXAS 77043

(713) 329-6400

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March 18, 1997

Chairman Reed Hunt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Terrace Elementary PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC Approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V(for violence), S (for sexual depiction and nudity), and L(for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

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- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Terry Cline
Secretary

March 28, 1997

FCC Commissioners
c/o Mr. Reed Hundt
FCC Commission
1919 M Street N.W., Room 222
Washington D.C. 20554

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RE: CS DOCKET NO. 97-55, FCC 97-34 (TV RATING SYSTEM)

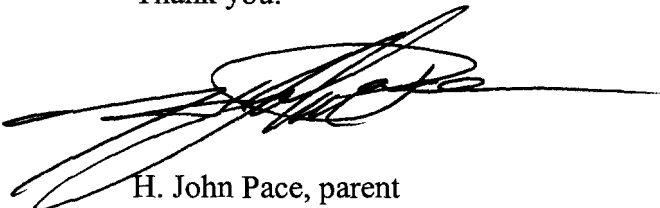
Mr. Hundt, I am highly disappointed at the rating system put on by the TV industry. The TV networks are trying to find a way to show more violence and sex in order to compete with the movie industry and cable TV. The rating system they have devised is a smoke screen; it's an attempt to assuage the public while they proceed with their designs to display the same kind of debased content as the movies. What the FCC needs to do more than anything is to censure language, sex, and violence from the programs.

If we must have a rating system, then, at a minimum, it should do the following:

1. It should provide specific information about content and be published on the screen (prominently!) and in the TV schedules.
2. The ratings should be provided by an independent board that is appointed by Congress or the President (not the TV industry) and be composed of authorities on child development and parents.

Please help us protect our children. The TV and movie industries have no interest in doing so.

Thank you.



H. John Pace, parent
996 N. 475 E.
Orem, UT 84097

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March 27, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Timpanogos PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parent information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Kathryn V. Ritchie

Kathryn V. Ritchie
Provo, Utah

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TERRACE ELEMENTARY PTA
10400 ROTHBURY
HOUSTON, TEXAS 77043
(713) 329-6400

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March 18, 1997

Chairman Reed Hunt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Terrace Elementary PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

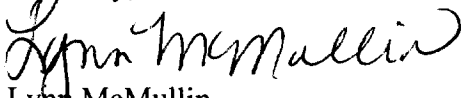
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- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Lynn McMullin

Historian

713-690-7445

26962 Preciados Drive, Mission Viejo, CA 92691

Chairman Reed Hundt and FCC Commissioners
Office of the Secretary
1919 M Street NW, Room 222
Washington, DC 20554

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FCC MAIL ROOM

MAR 23 1997 March 23, 1997

RECEIVED

Dear Chairman Hundt and Commissioners:

Re: CS DOCKET No 97-55, FCC 97-34

I am writing on behalf of the National PTA and the local Saddleback Valley PTA to voice my opposition to the v-chip rating system, as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information to enable parents to make decisions about what is appropriate TV viewing for their children. Major surveys, conducted by the National PTA, *US News and World Report*, and Media Studies Center/Roper, demonstrate overwhelming parent preference for a rating system which gives parents information about the content of programs. Parents do not want the TV industry to interpret what is best for their children. Parents want to make these choices themselves, based on content information about the program. Any TV rating system is useless without content descriptions on the screen and publicized in periodicals that carry TV scheduling.

By law, the FCC is obliged to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and I ask that the FCC not approve the industry rating system. Instead, I request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs, such as V (for violence), S (for sexual depiction and nudity), and L (for language);
- That the FCC require a V-chip band broad enough to allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently positioned on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC, and that it include parents;
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue which is of such great importance to children and families.

Sincerely,

Clare Simpson

Clare Simpson

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cc: Joan Dykstra, President: National PTA, Chicago, IL

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M. Street N.W., Room 222
Washington, D.C. 20554

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FEB 21 1997

Dear Chairman Hundt and Commissioners:

RE: CS Docket No.97-55,FCC 97-34

I am / We are writing on behalf of the National PTA and the Jarman Elementary School PTA of Tulsa, Oklahoma to voice my / our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, On January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content description on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating studies has met statutory requirements of the Telecommunications Act of 1996. (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstance should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V(for violence), S(for sexual depiction and nudity), and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Wanda Keeling

Tulsa, Oklahoma

3/23/97.

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March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington DC 20554

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Dear Chairman Hundt and Commissioners:

RE: CS DOCKET NO. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Douglass Houghton PTA, Waterford, Michigan to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. I would prefer a content-based system rather than an age-based system. I feel the decision as to what my child(ren) views on television should be in my hands rather than in the hands of the TV industry.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this age-based system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- * That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- * That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- * That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- * That the rating board be independent of the industry and the FCC and that it include parents; and
- * That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Robin M. Wright

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SAMPLE LETTER TO THE FCC

Your letter must be received by April 8, 1997

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March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

FCC MAIL ROOM

MAR 31 1997

Dear Chairman Hundt and Commissioners:

RECEIVED

RE: CS Docket No. 97-55, FCC 97-34

I am (we are) writing on behalf of the National PTA and the Westside High School PTA (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U. S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

James J. Stewart & Charles P. Stewart
Your Name

Town, State



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Riverdale School Parent-Teacher Association

Riverdale, New Jersey 07457

RECEIVED 3/27/97

MAR 27 1997

PTA

March, 1997

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Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Riverdale, NJ PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

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